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MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

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Prominent Writers on Western Problems

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NIGHT CREAM

The new day is faced with confidence and joy if you apply Pompeian NIGHT Cream (an improved cold cream) before you retire. The tired lines which the day's activities have brought are softened, the skin is refreshed and youthified. Pompeian NIGHT Cream brings, while you sleep, the beauty of a soft, youthful skin. Pompeian NIGHT Cream is for sale in all toilet counters at 50¢ and \$1.00 a jar.

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The name Pompeian is my guarantee to you of quality and value. Should you not be completely satisfied, our exchange price will be gladly refunded to the Pompeian Company, at Cleveland, Ohio.

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Your Driving Habits Change with the Seasons

With the approach of shorter days and longer nights, your starting battery should be tested even though it may be a personal Prest-O-Lite.

Right driving, with poor lights making constant demands upon the battery, necessitates a change in the adjustment of your generator, in order to keep your storage battery fully charged and avoid injury and expense.

Your nearest Prest-O-Lite Service Station man will gladly give you a new charging rate for your generator and help you keep your battery in perfect condition without cost.

Take the time to-day to let him test your battery and install these little battery nipples which through regular visits will soon give you big and costly save.

More than 500 Prest-O-Lite Service Stations throughout Canada offer a complete stock of repair parts for all makes of batteries and a full range of powerful Prest-O-Lite storage batteries for all makes of cars.

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Because all Prest-O-Lite Batteries and battery parts are made in Canada, you can buy them at the same low British prices—not merely assembled, but made from start to finish from Canadian materials—you are assured of full value and freedom from unnecessary costs and exchange.

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Prest-O-Lite
STORAGE
BATTERY

Every writer:

THE following statement of
Eversharp's sales and earnings
over the nation, illustrates the work
of every writer. The always sharp, un-
sharpened pencil does writing, giving
in a small, even manner, great results
without concentration and prevents
mental exhaustion. Eversharp holds
a number of the United States 250,000
and 300,000 words per pencil,
thereby is a compact, ingenious
and writing instrument requiring
highly specialized skill devoid
of manufacture. Make sure
you buy Eversharp—the name is
enough. Pencil stands for clean,
dry, quick and lasting. Price,
approx. Double rubbers.

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EVERSHARP



MACLEAN'S

CANADA'S NATIONAL MAGAZINE

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Volume 14(1)

Winter Meeting

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REGULAR DEPARTMENTS

- SCIENCE AND INVESTIGATION**
REVIEW OF REVIEWS
MATTHEW ARNOLD LAUGHED AT THESE

Journal of Health Politics, Policy and Law, Vol. 33, No. 3, June 2008

We expect that the Michigan Protection Committee is well-entitled to its action, particularly when it has succeeded in its efforts to keep the public informed concerning the proposed legislation. We will study your suggestion and consider it carefully. At the same time, we are also considering the possibility of amending the proposed legislation to provide that the proposed legislation will remain inactive for a period of time.

THE MACMILLAN PUBLISHING CO., LTD.
100 University Avenue, TORONTO, CANADA
LITERATURE, EDUCATIONAL, SCIENTIFIC, AND GENERAL BOOKS
1954

like Phoebe left the ring from the floor, like this—frames of 14400 x 16000 of our people "fragile" now as anachronisms, and no guarantee as life



Immaculate rugs are safe playgrounds for the children. Clean thoroughly to protect childhood's precious health. Beat out embedded dirt and germs. Sweep up all litter that clings. Suction away all loose grime. Do it frequently. Only The Hoover performs these essentials of sanitary cleaning. And it is the largest selling electric cleaner in the world.

The HOOVER

ELECTRIC SUCTION SWEEPER

Review for *Booklist*, "View to Judge an Ethnic Character," and name of several books

THE HOOVER SECTION SWETTLE COMPANY OF CANADA, LIMITED
The oldest makers of sheet circuits
MONTREAL, QUEBEC
MONTREAL, ONTARIO

Le BEAUX..
au 25. Smecke
au 26. Clemens

For $\alpha = 3$ and $\beta = 2$, the function ψ is plotted in Figure 10.

Your Railways And The Cost of Living

BEFORE the Privy Council at Ottawa protest against the new railway rates has been made on the grounds that the giving of the new rates would raise the cost of living by a percentage many times higher than the percentage actually charged by the Canadian railways.

It was pointed out that the numerous middlemen who act as the distributors of goods would each add his percentage of profit to the freight rate, so that although the railways might only receive say 40 cents additional freight charge on a shipment the public would be forced, by the distributing middlemen, to pay many times that amount.

The managements of the various Canadian railways desire, through this, their association, to draw the attention of newspaper readers to the highly significant fact that the recent increase in United States

railway rates—an increase similar to the increase in Canada—*has actually been followed by a decrease in the cost of living in that country.*

Furthermore

A great Canadian manufacturer recently made public—without any solicitation and without the previous knowledge of the railway managements—figures which proved that the retail selling price of a yard of plain white cloth in Winnipeg after being hauled from Montreal to Toronto and Toronto to Winnipeg, would be increased only one-half a cent *even after the wholesaler had added 20 p.c. profit to the new freight rate and the retailers another 50 p.c.*

He showed that these distributors, whether rightly or wrongly, added 15 cents to his millprice of 16 cents per yard.

Yet the railways carried the raw cotton for this yard of goods from

Texas to Montreal, and the finished goods from the mill to Toronto and Toronto to Winnipeg for one-and-one-half cents.

One-and-one-half cents as against fifteen cents.

We venture to believe that, whatever the explanation or the justification may be, the same serious additions to cost by the distributing trades will be found in relation to almost every article of common household use.

This is not to attack distributors. They may themselves be victims of a bad system or of an over-crowded trade. But it is to point out that if they add whatever percentages they, as a trade, find convenient, *on top of the freight rates*, the railways cannot help either themselves or the public. The oppressive results of these practices should not be charged against the railway managements, nor cited as reasons for holding freight rates down —

merely because railway rates *can* be held down—while other prices soar as the various trades find necessary.

RAILWAY charges always must be a serious item in determining cost of production. But the managements of your railways urge upon your attention this fact: that antiquated, over-loaded and wasteful systems of distributing goods are much more properly a subject for public anxiety.

Canada cannot prosper without prosperous railways. Canadian railways cannot prosper unless Canada prospers.

In all sincerity let us suggest that the people of Canada beware of those who would restrict and even strangle the railways *simply because control exists there and is not so convenient in other departments of commercial activity.*

The Railway Association of Canada

263 St. James Street

Montreal, P.Q.

The Railway Association of Canada

263 St. James Street

Montreal, P.Q.

GOOD YEAR
MADE IN CANADA

World-Wide Acceptance of Goodyear Belts

THERE is a world-wide acceptance of the Goodyear Belting which dominates in Canadian industry.

This direct endorsement of the Goodyear principles of manufacture and application gives us no little pride. It means that the technical men of the world see eye to eye with Canadians in the matter of economical and satisfactory power transmission.

But it means much more to Canadian industry. It means a world-wide fund of data for the Goodyear men who advise with you on belting problems. It means that the cotton spinners of Lancashire, the silk manufacturers of Lyons, the steel plants of Sweden, the shipyards of Seattle, the flour mills of the far East—all will contribute their ex-

perience to help solve power problems in Canada.

In order to meet world-wide market conditions it has been necessary to change some of the familiar Goodyear brand names—but the change is in name only.

For example, Goodyear Extra Power Belt is now Goodyear Klingtite Belt, and when the Goodyear belting man specifies Goodyear Klingtite for a certain drive you are getting the old Extra Power in every particular.

Ask any Goodyear branch to send a man who is making transmission problems his special study. No obligation. Phone, wire or write.

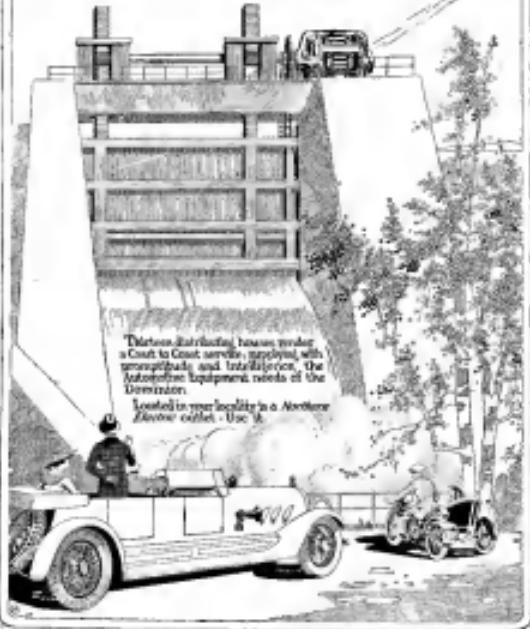
The Goodyear Tire & Rubber Co.
of Canada, Limited

Branches: Halifax, St. John, Quebec, Trois-Rivières, Toronto, Hamilton, London, Prince George, Kamloops, Victoria, Calgary, Edmonton. Vancouver. Service units in other cities.

KLINGTITE BELT

Northern Electric

AUTOMOTIVE-EQUIPMENT



Distributors, Distributors, Inc., provides a Coast-to-Coast service, supplied, with transportation and installation, the Automotive Equipment needs of the Distributor.

Located in your locality in a North
Florida outlet - 1100 ft.

Maybe Adams
Laughed at These?



Business Psychology — "With 100,000 a day, how long will you be able to find former costs?"

Body Talk.—The passenger was standing the other morning by the window when the pale shadowed light, like dimming sunset, faded away over the horizon, a man, probably passing along, perched on the window-sill. The curtains had been drawn back, and I could see the man's dark dress, his hands in his pockets, his head down, his face in shadow. He turned and looked me up and down, then he said:

Then the Bass said, "I returned to civilization with you except he was talking in a general way about a money trap who had been publishing lies from a Chinese newspaper. He said, 'How many fish you get?'

"Were you?" he was told.
"Well, you just don't see 'em," said the
youngster. "I know a police officer who's
been by here twice to see what's got into
more than you got in hell, sir, though."—
St. Louis Transcript

Dear Willie: Was thinking -- Didn't
Willie had been told that he would always
walk painlessly till he was nearly 80 years old
and did not like to walk. The table is good for
him.

One day while staying at a neighbor's with his master, the little fellow was accidentally overlooked. He was very patient for a while, but at last he could bear the suspense no longer, so, taking his pocket knife, he went to the window, he used to

“Möglich, die Städte liegen nicht weiter
so-durch auf der Karte.” — Punkt.

Shaw — The late Amherstboroweller Page was formerly editor of the *World's Work* and, like the old editor, was pledged to raise a great many dollars. He left many fine lines.

and many more... but I have placed in
yellow from 16, 19 and 20, and I have
some bags with these pages of 16 printed
and so I have many sets of these
books. I have a McGraw reading course.

The Return of Taxes.—Following his speech, the overwhelming effect of a major proposal was making a speech to the tax committee. He wanted them to see, with authority in summary at hand, that major changes can lead to other solutions with other people.

An advertisement for Moore Push-Pins. It features a woman in a white dress holding a push-pin and a small calendar. The text reads: "Hang that pretty Calendar and Push-Pins from the same thread. The Push-Pins hold the paper and the thread holds the calendar." Below this, the text "Moore Push-Pins" is written in a large, bold, serif font, with "One Thread - One Pin" underneath.

15th 1990
MONDAY, NOVEMBER 19, 1990
11 P.M. EST

It may cost money to ignore the advertising

Somebody ought to selling a
new, better, more economical
fuel or a shield that would
save money and time, or an
article that would add greatly
to your comfort and well-being.
It would be a wonderful
thing, I am sure, something
that would never lose its
value.

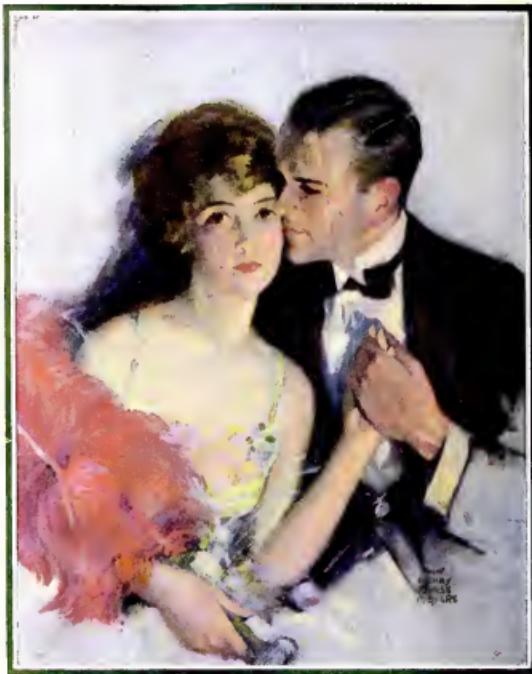
Gold Leather - BRITISH MADE
Change Purse
\$1.00
Gold leather bourse with
inside pocket for coins.
20c postage.
Send \$1.75 for both
Bill Fold, \$1.00
Brown leather case, leather
on inside. For coins, checks,
etc. 20c postage.
Send \$1.75 for both
Send \$1.75 for Both
Money order or cashier's check
to
Gold Leather COMPANY
715 Madison St., Louisville, Ky.



A miniature set of Woodbury's skin preparations sent to you for 25 cents

Send 25 cents for this dainty miniature set of Woodbury's skin preparations, containing your complete Woodbury treatment for one month.

You will find, first, the little booklet, "A Skin You Love to Touch," containing the special treatments for skin trouble; then a trial size cake of Woodbury's Facial Soap—enough for seven nights of any treatment; a sample tube of the new Woodbury's Facial Cream; and samples of Woodbury's Cold Cream and Facial Powder, with directions showing you just how they should be used. Write today for the special Woodbury outfit. Address The Andrea Jergens Company, Limited, 1012 Sherbrooke Street, Perth, Ontario.



Any girl can have the charm of "A skin you love to touch"

REMEMBER that your skin is changing every day—each day old skin dies and new takes its place. By giving this new skin, as it forms, intelligent care, any girl can have the charm of a fresh, attractive complexion.

Begin now, to give your skin day by day the special care it needs, and see how quickly it will recuperate from past neglect—how wonderfully its own vital power will help you to overcome its defects!

In the little booklet on the care of the skin, which is wrapped around every cake of Woodbury's Facial

Soap, you will find special treatments for such common skin troubles as blackheads, blemishes, conspicuous nose pores, etc. These treatments have helped thousands of women to gain a clear, lovely complexion. Get a cake of Woodbury's today, and begin tonight the treatment your skin needs. By simple, regular care you, too, can win the charm of "A skin you love to touch."

A 25-cent cake of Woodbury's Facial Soap lasts for a month or six weeks of any treatment, or for general cleansing use. Sold at all drug stores and toilet goods counters in the United States and Canada.

Woodbury's Facial Soap

